

ENIOLA AIGBOKHAODE

Product Designer | B2B SaaS and Complex Workflows | End-to-End Product Design

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SUMMARY

Product designer with 5 years designing complex B2B SaaS and data-rich products across operations. Works end to end, from problem definition and research through user flows, wireframes, high-fidelity design, and handoff, ensuring what ships matches design intent. Comfortable with operational rules, multiple user roles, API-driven data, and technical constraints, especially where the difficulty sits in branching and edge cases rather than the main path. Uses AI throughout the process, including Cursor and Figma MCP to turn designs into working prototypes.

SKILLS

Product Design: End-to-end product design · Product strategy · Problem definition · Information architecture · User flows · Wireframes · Interaction design · Visual design · Prototyping · Stakeholder collaboration

Systems and Scale: Design systems · Complex multi-step workflows · Role-based access · Data-heavy interfaces · Error and edge case design · Accessibility · Design QA and developer handoff

Research and Analytics: User research · Stakeholder and user interviews · Moderated usability testing · Funnel analysis · A/B testing · Mixpanel · Google Analytics

AI: AI-native UX · Human-in-the-loop workflows · Editable and regenerable AI output · AI-assisted prototyping and research synthesis · Claude · Cursor · Figma MCP

Technical: Figma · HTML/CSS · API-driven workflows (Stripe, QuickBooks, Zillow, GPS and maps) · Native iOS and Android · Responsive web

EXPERIENCE

L&S CREATIVE AGENCY, USA. Senior Designer. *Sep 2025 to Present*

- Run structured A/B tests at page, section, and CTA level, turning conversion and drop-off data into design changes, including a confirmed 15% conversion lift on a DoorLoop test I personally designed
- Save 1 hour per asset with a Claude-powered workflow automating recurring marketing asset production
- Design responsive experiences for Series B SaaS clients including DoorLoop and Daloopa, translating business and brand requirements into scalable interfaces
- Migrate client sites from WordPress to Webflow, improving site structure and performance while preserving SEO requirements

CBF FLO, USA. Founding Product Designer. *Jan 2025 to Aug 2025*

- Cut estimate creation up to 66%, from 30-60 minutes to 15-20, by interviewing scheduling and finance managers, then designing a Zillow property-data integration and configurable master pricing system
- Reduced same-day reassignments 20% with decision-support scheduling that surfaced availability, capacity, and drive time before a manager committed to an assignment
- Owned 0-to-1 design for a B2B operations platform spanning CRM, scheduling, payroll, and invoicing with no existing brief, defining product scope directly with the founder
- Designed the full payment lifecycle including card capture, automated reminder sequences when a payment failed, and the rules governing what happens after repeated failures

DEPLOY STUDIO, MALTA. Product Design Lead. Mar 2024 to Feb 2026. Project-based agency engagement across multiple client products

- Cut design cycle time by 30% by building the agency's first shared design system covering typography, color, inputs, tables, forms, and empty, error, and loading states
- Led design across 10+ concurrent B2B client products, working directly with client stakeholders and embedded product and engineering teams to turn ambiguous requirements into scoped, delivered work
- Designed Colourly, an AI formula tool for hair colorists, where model output is labeled a suggestion, the reasoning stays visible, and every value remains editable so the professional keeps the decision
- Led a team of 2 designers, mentoring on craft while staying hands-on across concurrent client engagements

APPLATCH INC, UNITED KINGDOM. Founding Product Designer. Jun 2023 to Aug 2024

- Increased sign-up completion 40% by pairing Mixpanel funnel analysis with user feedback to find where people abandoned onboarding, then rebuilding the flow around a parent-first device setup
- Founding designer for a native iOS, Android, and web education product, owning design from concept through launch while working day to day with the product manager and engineering team
- Ran moderated usability testing with children across age groups, surfacing comprehension and age-appropriateness problems that shaped text-to-speech, pictorial support, and a tiered difficulty system
- Led design QA across Android, iPhone, and tablet, checking responsive layouts and implementation fidelity against design before release
- Product recognized as winner of the Education and Training category at the UK Startup Awards and finalist for the 2025 BTA Awards UK

SELECTED PROJECTS

- [FarmAI](#). Soil-intelligence platform using USDA/SSURGO dummy data, designed and built from concept to a deployed product with Cursor and Figma MCP, focused on building user trust in system-generated recommendations
- [Font Selector](#) Interactive typeface discovery tool built on a five-axis perceptual scoring system, turning subjective typographic qualities into something browsable and comparable. Built entirely in code
- [OpenHealth Initiative Platform](#) — Volunteer, health-access platform helping users find nearby facilities, compare services, wait times, and pricing; structured complex healthcare information into clear decision-making flows

EDUCATION

B.Sc. Pure and Applied Chemistry (First Class), University of Benin, Nigeria. 2021